



To: Doug Shouse
Yvette Willard
Mark Lebrecque

Dear Marketing Team,

The following are suggestions and ideas regarding the Salem repositioning:

The Box lettering should be larger on the end flap of the cartons, similar to the Newport carton, as well as on the package itself.

To enhance the message of Salem slide Box, specifically the Box "difference", would be to have the Box name in white, on the packaging, on both the top and front of the pack. In the past, as a company, we have often made our points of difference with too little emphasis on our advertising and packaging change. Basically, the only individuals who understood the proposition were those who worked for RJR.

What I'm suggesting is a reverse approach with our packaging and perhaps our advertising in general. Over emphasize the Box lettering and positioning. Under the Salem logo on our pack, increase the size of "The Slide" (only a slight increase) and the Box lettering to almost the same size as that of the Salem.

This "bold" approach would also be reflected in a simple yet direct advertising campaign.

There could actually be two different advertising approaches, one explaining the Box introduction, the other explaining the difference between the Box and Soft pack styles.

During a six or twelve month period the Box lettering would become smaller, reverting back to what the original plan called for. This overall approach would reduce consumer and retailer confusion and be more enticing to a competitive smoker.

Finally, the use of "brighter shades" of green should be used on the Box styles, perhaps including the color yellow, to further differentiate between the Box and Soft pack styles.

Regards from the field,

Marshall

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